

## **AMENDMENT TO THE CLAIMS**

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6. (Currently Amended) A method of formulating alternative programming, comprising:

releasing a plot via a website;

embedding alternative plots into channels;

receiving user votes via the website for the alternative plots;

tabulating the votes;

based on the tabulation, sending an instruction to switch to an alternate channel for a particular alternative plot;

receiving a batch of program data associated with a program;

configuring the batch of program data as tabular entries [[,]] with a first entry being a default entry comprising a linear arrangement of ratings and content attributes for the program [[,]];

concatenating each rating in the default entry to produce a sequence of ratings with each rating separated by a comma;

concatenating each content attribute in the default entry to produce a sequence of content attributes with each content attribute separated by a comma;

configuring and each subsequent entry in the tabular entries of the program data as comprising another linear arrangement of a timestamp, a corresponding rating, and a corresponding content attribute, the timestamp being an offset from a start of the program;

retrieving a user profile specifying content attributes which a user wishes to block;

scanning the batch of program data in advance to determine a percentage of the program data that will be blocked according to the user profile;

when the percentage of the blocked program data exceeds a threshold percentage, then blocking the entire program; and

receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.

7. (Previously Presented) The method of claim 6, wherein sending the instruction comprises sending the instruction to a transmission facility.
8. (Previously Presented) The method of claim 7, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.
9. (Currently Amended) A system for formulating alternative programming, the system comprising:

a processor executing code stored in memory, the code causing the processor to:

release means for releasing a plot via a website;

embed means for embedding alternative plots into channels;

receive means for receiving user votes via the website for the alternative plots;

tabulate means for tabulating tabulate the votes;

based on the tabulation, send means for sending an instruction to switch to an alternate channel for a particular alternative plot;

retrieve means for retrieving a user profile specifying content attributes which a user wishes to block;

receive means for receiving a batch of program data associated with a program;

configure means for configuring the batch of program data as tabular entries [[,]] with a first entry being a default entry comprising a linear arrangement of ratings and content attributes for the program [[,]].

concatenate each rating in the default entry to produce a sequence of ratings with each rating separated by a comma;

concatenate each content attribute in the default entry to produce a sequence of content attributes with each content attribute separated by a comma;

configure and each subsequent entry in the tabular entries of the program data as comprising another linear arrangement of a timestamp, a corresponding rating, a corresponding content attribute, a component value, and an action to perform [[,]];

scan means for scanning the batch of program data in advance to determine a percentage of the program data that will be blocked according to the user profile ;

when the percentage of the blocked program data exceeds a threshold percentage, then block blocking the entire program; and

receive means for receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.

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19. (Previously Presented) The system according to claim 9, further comprising means for sending the instruction to a transmission facility.
20. (Previously Presented) The system according to claim 19, further comprising means for linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

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25. (New) Processor readable memory storing instructions for performing a method, the method comprising:
  - releasing a plot via a website;
  - embedding alternative plots into channels;
  - receiving user votes via the website for the alternative plots;
  - tabulating the votes;
  - based on the tabulation, sending an instruction to switch to an alternate channel for a particular alternative plot;
  - receiving a batch of program data associated with a program;
  - configuring the batch of program data as tabular entries with a first entry being a default entry comprising a linear arrangement of ratings and content attributes for the program;  
concatenating each rating in the default entry to produce a sequence of ratings with each rating separated by a comma;  
concatenating each content attribute in the default entry to produce a sequence of content attributes with each content attribute separated by a comma;  
configuring each subsequent entry in the tabular entries of the program data as another linear arrangement of a timestamp, a corresponding rating, and a corresponding content attribute, the timestamp being an offset from a start of the program;  
retrieving a user profile specifying content attributes which a user wishes to block;  
scanning the batch of program data in advance to determine a percentage of the program data that will be blocked according to the user profile;

when the percentage of the blocked program data exceeds a threshold percentage, then blocking the entire program; and

receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.